



10/658 344

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Publication No.: 20040049780)
Applicant: Gee)
Published: March 11, 2004)
For: SYSTEM, METHOD, AND COMPUTER PROGRAM)
PRODUCT FOR SELECTIVE REPLACEMENT OF)
OBJECTIONABLE PROGRAM CONTENT WITH)
LESS-OBJECTIONABLE CONTENT)

LETTER OF CONCERN

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the published application referenced above, a member of the public, J. Richard Bray, wishes to note an apparent oversight in the prior shown on the face page of the application as published.

Applicant does disclose that U.S. Patent No. 6,166,780 to Bray is relevant but in a back-handed manner, presumably in an attempt to minimize the Examiner's interest in Bray. This small reference to Bray is disingenuous. It alerts the Examiner to the existence of the prior art reference but it fails to explain the significance of Bray's disclosure.

Additionally, Applicant fails to disclose the existence of an apparatus that has been offered by Principle Solutions, Inc. for sale since early 1998, which operates substantially the same as Applicant's disclosed and claimed device. See www.tvguardian.com. Additional publications and TV Guardian User's Manual are also attached for the Examiner's convenient reference, as well as a declaration supporting the prior art status. As admitted by the Applicant, Principle Solutions, Inc.'s device can be used to replace offensive audio with less offensive alternatives. Applicant failed to

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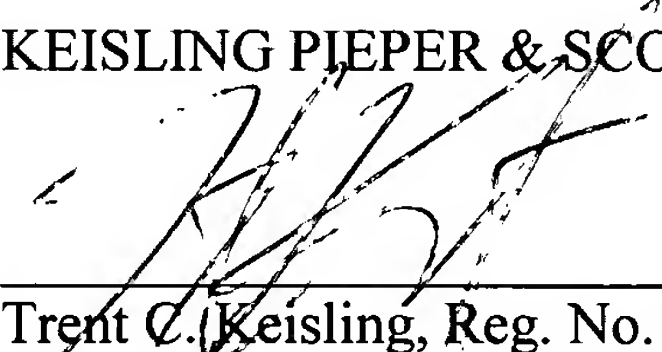
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mention that Principle Solutions, Inc.'s device also replaces selected portions of the video display during its operation.

Applicant has had prior intimate knowledge of Bray's patent and the device sold by Principle Solutions, Inc. through litigation instigated by both the previous assignees, Global Cable, Inc. (GCI v. Principle Solutions, Inc., 4:01-CV-262-HLM, (ND Ga 2002)) and the current assignees, IP Co. (IP Co. v. Principle Solutions, Inc., 4:02-CV-285-HLM, (ND Ga 2003) to the referenced published application. Indeed, experts were specifically retained to dismantle the devices at issue. Given this previous extensive knowledge, one would expect the Applicant would choose to present a more thorough disclosure than that given in the published disclosure.

Respectfully submitted,

KEISLING PIEPER & SCOTT PLC


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Date: 12/14/2024



DECLARATION OF JAMES RICHARD BRAY

DECLARANT JAMES RICHARD BRAY, being duly sworn, deposes and says as follows:

1. I, James Richard Bray, am Chairman and CEO of Principle Solutions, Inc. (hereinafter "PSI").
2. I declare that I am the author of the foregoing declaration.
3. If I were called to testify in this matter, my testimony would agree with the content of this declaration.
4. Attached herewith to this declaration is a true and correct copy of the TV Guardian® User's Manual, copyrighted in 2000 and printed before January 1, 2001.
5. Attached herewith to this declaration is a true and correct copy of "TV Guardian Screens Foot Language From the Tube" as published in The Wall Street Journal on Feb. 18, 1999.
6. Attached herewith to this declaration is a true and correct copy of "Parents buying TV censor box to ease bad words" as published in the New York Times on Nov. 26 1998.
7. Attached herewith to this declaration is a true and correct copy of "Sig ticket is the hot ticket at electronics show" as published in USA Today on Jan. 11, 1999.
8. Attached herewith to this declaration is a true and correct copy of "TVGuardian," as published in USA Today on Dec. 1998.

9. Attached hereto is a copy of the document titled "No-Cuss Words" which lists the unprintable words out of which our children are getting a bad example. The San Francisco Post-Dispatch on Dec. 7, 1958.

10. Attached hereto is a copy of the document titled "No-Cuss Words" which lists the unprintable words out of which our children are getting a bad example. The San Francisco Post-Dispatch on Nov. 11, 1958.

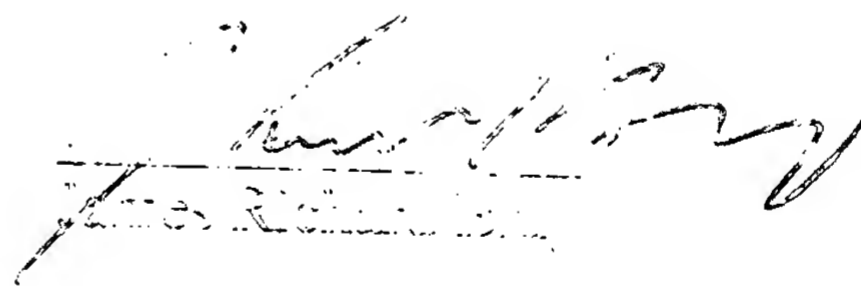
11. Attached hereto is a copy of the document titled "No-Cuss Words" which lists the unprintable words out of which our children are getting a bad example. The San Francisco Post-Dispatch on Dec. 11, 1958.

12. Attached hereto is a copy of the document titled "No-Cuss Words" which lists the unprintable words out of which our children are getting a bad example. The San Francisco Post-Dispatch on Dec. 11, 1958.

13. I declare under penalty of perjury that the foregoing is true and correct.

Executed on 12/3/2014.

FURTHER Declarant sayeth not.


James Richardson



U.S. Patent 6,166,780

TVGuardian® and TVG®
are registered trademarks of
Principle Solutions, Inc.

User's Manual

WARNING: TO REDUCE THE RISK OF ELECTRIC SHOCK, DO NOT REMOVE COVER. NO USER SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL.

FCC Regulations state that unauthorized changes or modifications to this equipment may void the user's authority to operate it.

Congratulations on your purchase of TVGuardian® - The Foul Language Filter! TVGuardian® changes the way you experience TV and movies. It will make TV more enjoyable for the entire family. Using it in your home also demonstrates a positive example to children. It teaches them that it's important to live by the standards you've instilled in them.

Important Break-In Period: The break-in period is not for TVGuardian®, it's for you and your family. It may take a few weeks for your family to adjust to the TVGuardian® experience. Over the next few weeks, watch several videos or dvds. It won't be long before you'll wonder how you ever got by without it. In fact, our customers tell us all the time that they won't watch TV anymore without TVGuardian®.

During your break-in period you should consider the following:

- TVGuardian® will mute the audio during the entire phrase containing offensive language. It may mute a single word, however, normally it will mute 5-8 words.
- During the mute of offensive language, TVGuardian® will display a profanity-free version of the phrase in text. When the spoken phrase is completed, the text is erased and the sound is restored. The text may optionally be turned off (diagram F, #2). We suggest you try the factory default setting for a few weeks before changing it.
Examples:
The phrase "Get the hell out.", is muted and "Get Out.", is displayed.
The phrase "Move your a--!", is muted and "Move your tail!", is displayed.
- TVG® mutes the entire phrase instead of just the swear word and displays the modified text, by design. It's too easy to fill-in-the-blanks in your mind when only a single word is muted. Displaying the profanity-free text version of the muted phrase makes your eyes focus on the text instead of the lips. The TVG® method makes it more difficult to know what word caused the mute.
- TVGuardian® has a 95% average accuracy rate on 'TVG' filtered (closed-captioned) programs. TVGuardian® can only be as accurate as the closed-captioning. It filters out 100% of the offensive language on many TV programs and movies, however, if the closed-captioning is inaccurate on a particular show, TVG® will be inaccurate on that particular show.
- Foul words that are normally filtered are missed when closed-captioning errors exist (i.e. a foul word is not captioned, misspelled or is not synchronized with the spoken word). Closed-captioning is usually very accurate, but some movies and TV shows are full of errors. That's the exception, not the rule. Watch several videos or dvds before rushing to judgment!

OTHER IMPORTANT THINGS YOU SHOULD KNOW:

- How it works - TVGuardian® uses TVG® patented technology from Principle Solutions, Inc. to decode and monitor the hidden closed-caption text which is made available for the hearing impaired. Each word is checked against a dictionary of offensive words and phrases. When an offensive word is detected, the TVG® technology automatically mutes the sound, and turns the sound back on when the phrase is completed.
- Virtually all scripted programs (videos, dvds, TV series, TV movies) are filtered.
Note: Although Universal Studios videos are filtered by TVGuardian, Universal DVDs are not filtered. Universal Studios does not follow the established standard for closed-captioning on their DVDs.
- Live programming (news, sporting events, talk shows, soap operas) are not filtered.
- Filter Status Notice - displayed in lower left corner of TV screen for two seconds after turning the channel, at the beginning of a new TV program or commercial, or at the beginning of a video or dvd movie (after the previews and opening credits):
TVG - Program is filtered
NO TVG - Program is not filtered
- If using a satellite receiver such as DirectTV or DishNetwork, TVGuardian may not detect a channel change, and therefore, TVG or NO TVG may not be displayed when you change the channel, even when TVGuardian is functioning.
- To check the Filter Status and redisplay the Filter Status Notice, simply turn off your VCR and turn it back on again, or turn the channel and then turn the channel back to the original program. Either TVG or NO TVG should redisplay.
- The Moderate/Religious Content Filter setting allows the following words that would normally be filtered in the Strict setting: Oh, God; My, God; God; Jesus; Christ; sucks; crap; butt; balls; hell; forms of screw; turd; wuss; up yours; queer; gay; jugs; nooky and a few other similar words.



CONNECTIONS:

There are many different ways to connect TVGuardian®, depending on whether you have a cable box and a VCR, or cable with no cable box and a VCR, or possibly a DVD Player, or maybe a stereo or surround-sound receiver, or you could have only a VCR and an antenna, you may even have all of the above or...anyway, you get the idea.

Several connection examples are described in this manual. One of them may or may not look exactly like your home equipment. Most likely, one or more of the diagrams are close to what you have and can be used as a guide.

Connection Types

TVGuardian® can be connected to your TV using either RF jacks (coaxial cable) or AUDIO/VIDEO (RCA-type cable) jacks.

Using a simple RF coaxial cable connection gives you a good picture quality with mono sound quality. This connection type (diagram A) must be used if AUDIO/VIDEO connections are not available for your TV. When using the coaxial cable connection your TV should be turned to either channel 3 or 4, depending on your VCR's setting and the setting described in diagram F. #3.

If your TV has AUDIO/VIDEO connections, it is highly recommended that you use them to get even better picture quality and Hi-Fi stereo sound. When using the AUDIO/VIDEO connections your TV must be set to the proper input, not channel 3 or 4. Normally, the proper input can be selected using your TV's remote by pressing the INPUT button. However, you may need to select it on your TV's front panel buttons, or through your TV's menu system. It might also be selected by tuning to channel 00, 90, 91, 92, 93, VID 1, or VID 2. The proper input's name and selection method varies from TV to TV.

Surround-Sound Systems

TVGuardian® does work with ProLogic surround-sound. Simply follow the instructions for stereo connections in this manual. TVGuardian® does not, however, support Dolby Digital 5.1.

DVD Players

TVGuardian® does work with DVD Players*. Connect your DVD Player in the same methods described in this manual for VCRs. TVGuardian® does not, however, support Dolby Digital 5.1. We recommend using the stereo connections illustrated in this manual for both audio and video.

TVGuardian® also does not support connections for S-Video or Component Video. We recommend using the RCA-type video connections illustrated. Although not recommended, you may still use S-Video or Component Video connections, if supported by your DVD Player and TV. Simply make the connections as diagrammed for RCA-type connections, plus connect the S-Video or Component Video cables directly from your DVD Player to your TV, bypassing TVGuardian. TVG will still mute the audio at the appropriate moments, however, it will not display the modified profanity-free text.

*TVG® does work with most DVD Players. A few DVD Players, however, have been discovered to strip out the closed-captioning text required by TVG to detect the foul language.

Connection Requirements

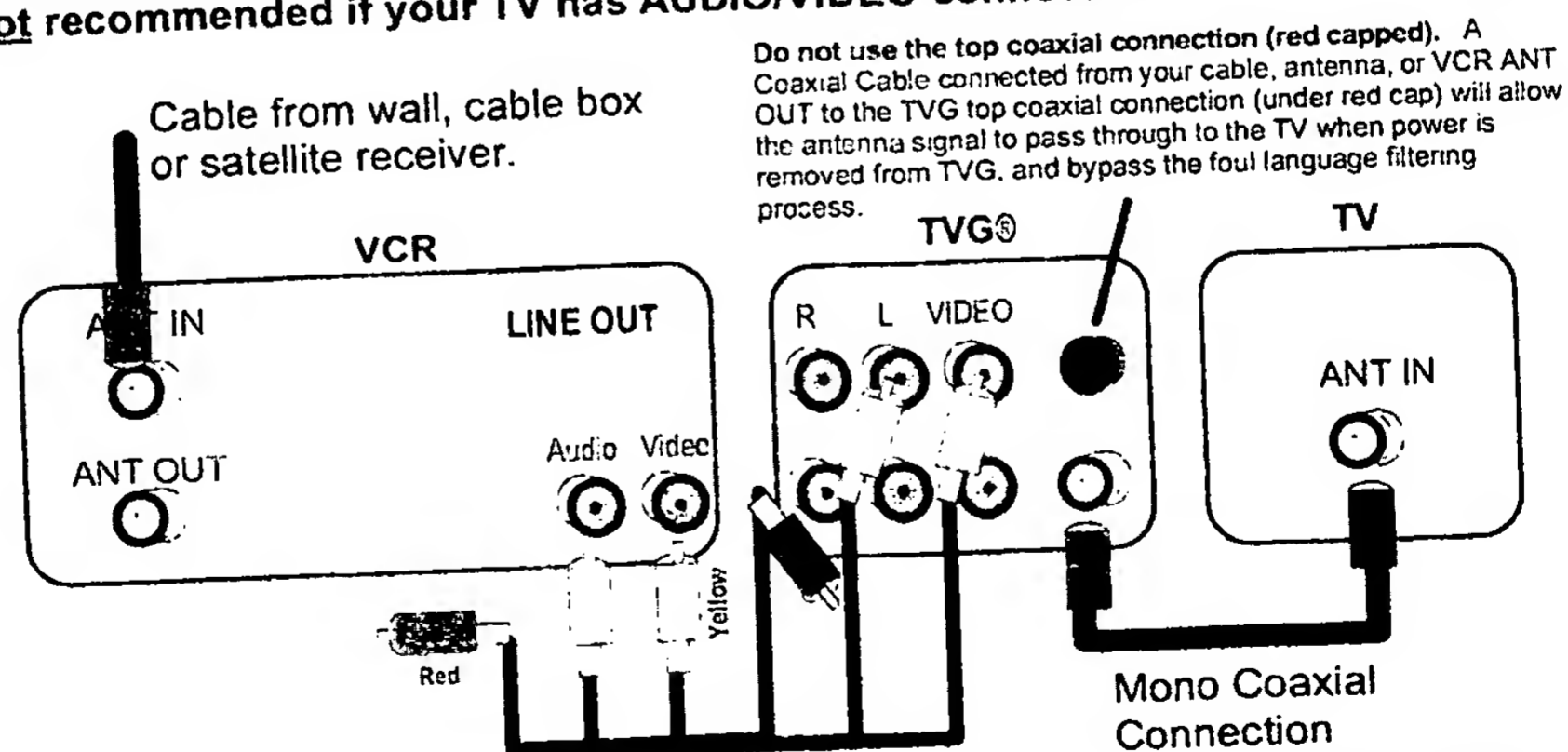
- TVGuardian® must be connected **between** your VCR/Cable Box/Satellite Receiver/DVD Player, and your TV and Stereo/Home Theater system (if applicable).
- To have both TV programs and videos filtered, TVG® must be connected to your VCR as illustrated in the following diagrams. **Your VCR will need to stay on when your watching TV.**
- Your TV must be tuned to either channel 3, 4 or aux/video input depending on whether you're using a coaxial connection or AUDIO/VIDEO connection from TVGuardian to your TV.
- CHANGING CHANNELS - you will not change the channel on your TV. You will use your VCR to change the channels, unless you have a Satellite Receiver or Cable Box. If you do have a Satellite Receiver or Cable Box, it will be used to change the channels, and your VCR should be turned to channel 3 or 4, or the proper INPUT option, if applicable.

CONNECTION DIAGRAMS

Depending on the particular type of equipment you have in your home, you may have to refer to more than one of the diagrams in this manual. Please use them as a guide. You may also want to refer to the manuals for your VCR, DVD Player, Satellite Receiver and TV. If you've tried your best, but did not succeed, please call us for installation assistance between 9:00 AM and 9:00 PM C.S.T. at 479-571-7689 or visit us on the internet at <http://support.tvguardian.com>.

STANDARD (MONO) CONNECTIONS (Diagram A)

Recommended for TVs with only a RF Coaxial Jack. This connection is not recommended if your TV has AUDIO/VIDEO connections.

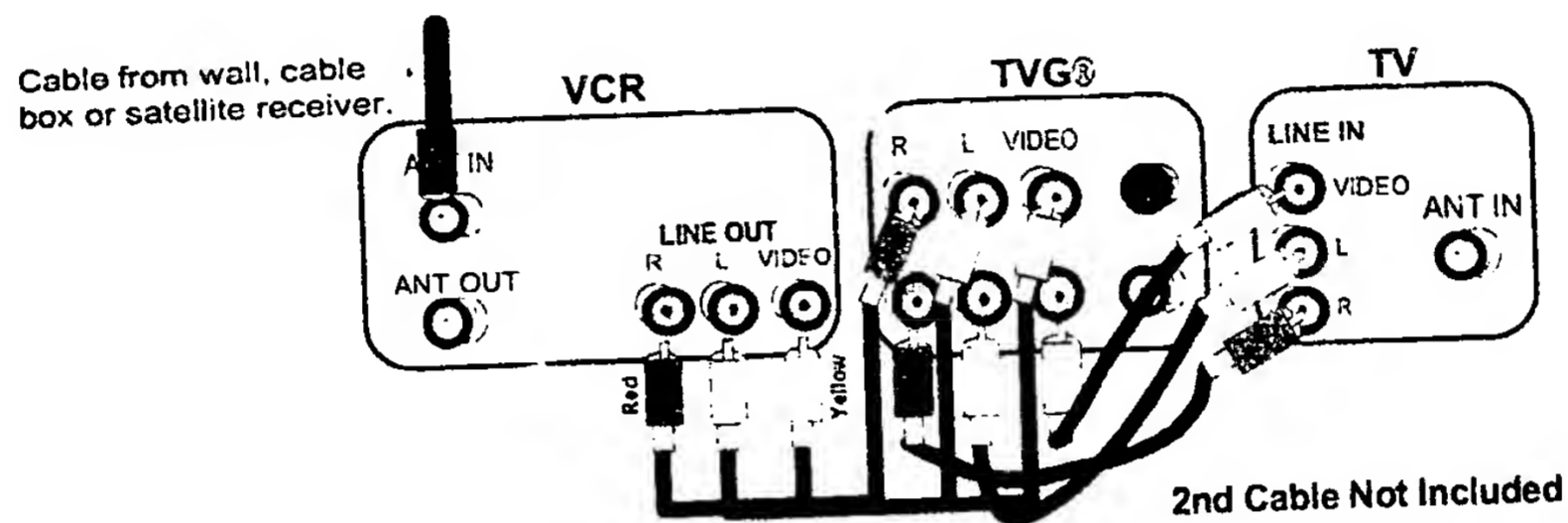


If your VCR has separate Left and Right Audio Connections then connect the red cable to the Right and the white Cable to the Left on both your VCR and TVG.

CONNECTIONS FOR HI-FI STEREO / IMPROVED VIDEO (Diagram B)

Recommended for TVs with AUDIO/VIDEO Jacks. This connection is not recommended if you are connecting a stereo or surround-sound receiver.

You will need a 2nd AUDIO/VIDEO (RCA-type) cable with this connection.



SAMPLE HOME THEATER CONNECTIONS (Diagram C)

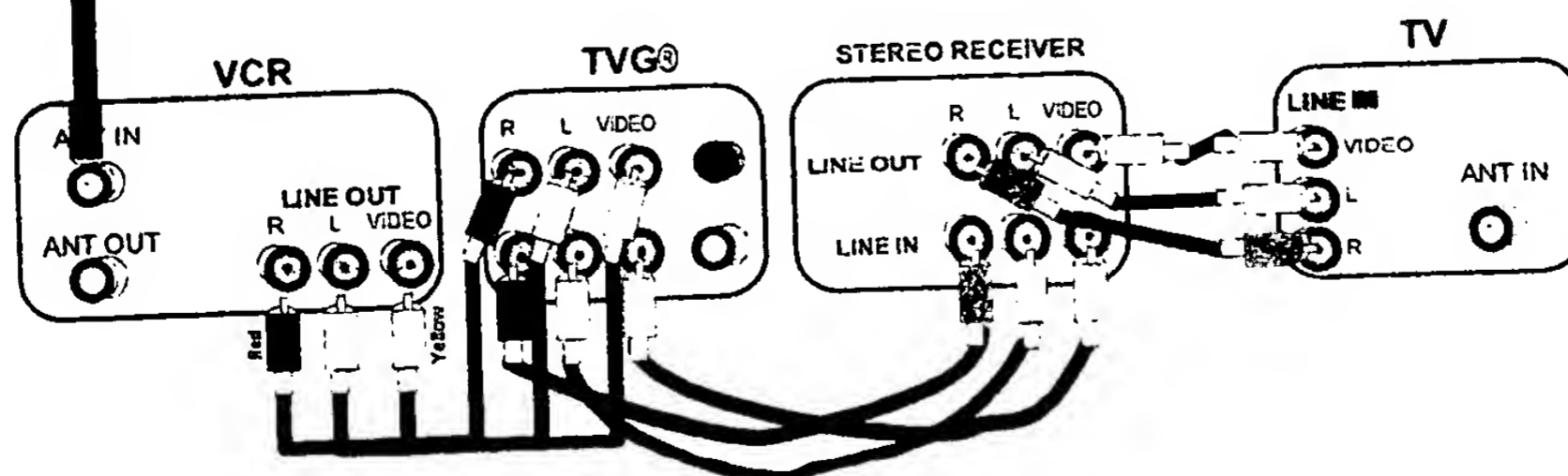
Recommended for stereo or surround-sound connections unless your TV has Audio/Video Out connections. If it does, refer to diagram D.

You will need two additional AUDIO/VIDEO (RCA-type) cables with this connection.

Cable from wall, cable box or satellite receiver.

IMPROVED QUALITY CONNECTION

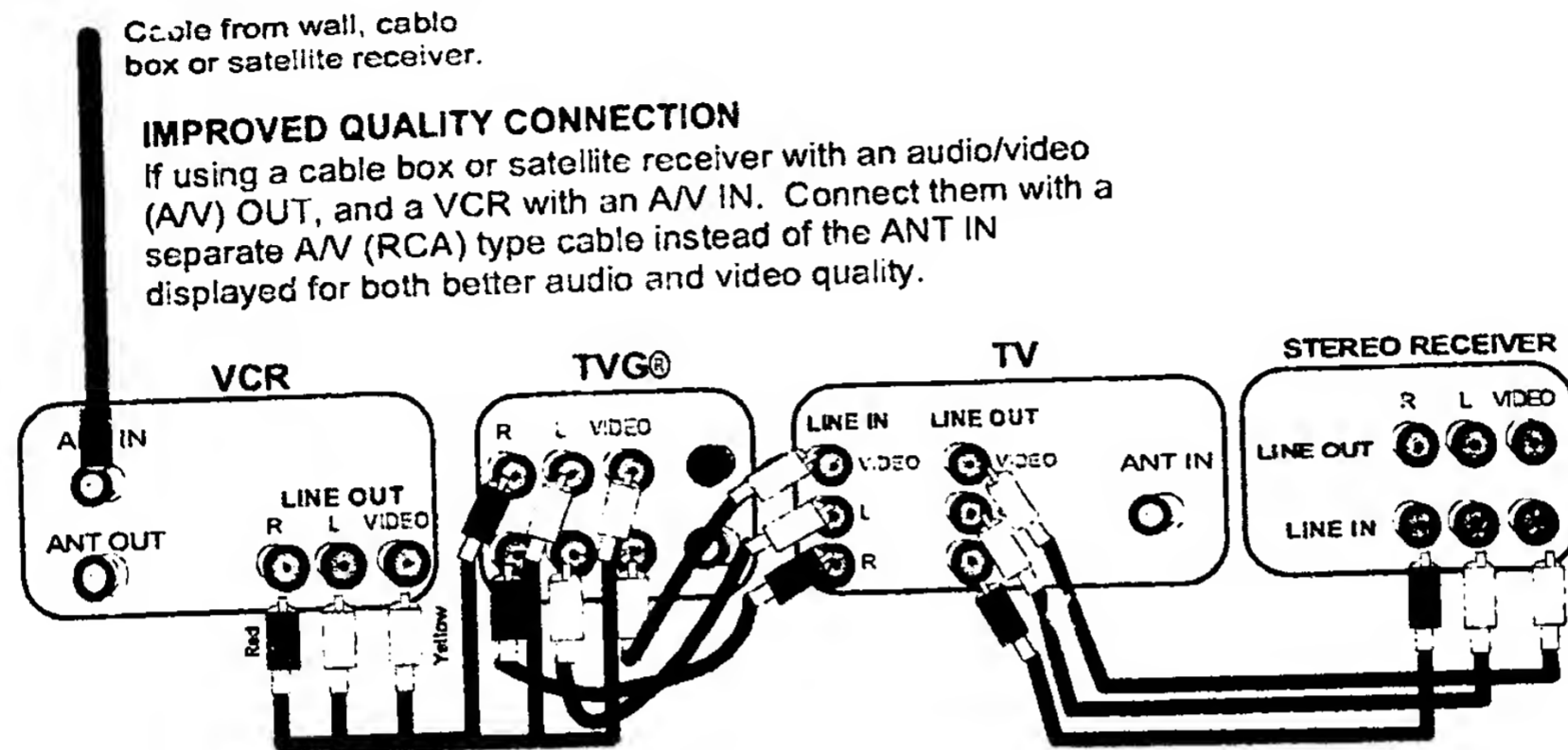
If using a cable box or satellite receiver with an audio/video (A/V) OUT, and a VCR with an A/V IN. Connect them with a separate A/V (RCA) type cable instead of the ANT IN displayed for both better audio and video quality.



SAMPLE HOME THEATER CONNECTIONS (Diagram D)

Recommended for stereo or surround-sound connections if your TV has Audio/Video Out connections. If it does not, refer to diagram C.

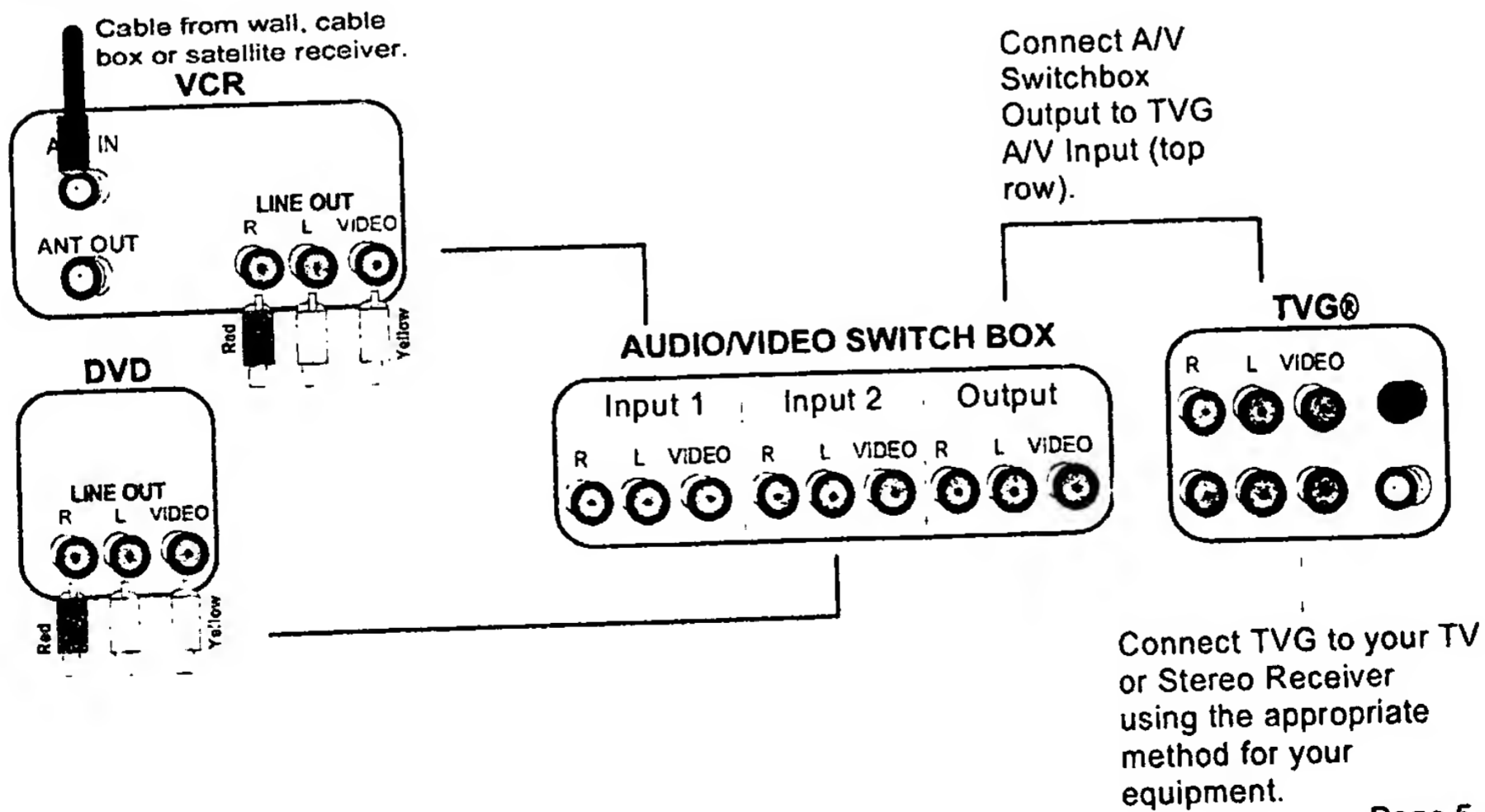
You will need two additional AUDIO/VIDEO (RCA-type) cables with this connection.



CONNECTIONS FOR BOTH A DVD PLAYER AND A VCR (Diagram E)

If you have both a DVD Player and a VCR it is recommended that you purchase an AUDIO/VIDEO switch box. This will allow you to switch between the VCR and DVD player by pressing a button on the A/V Switch Box.

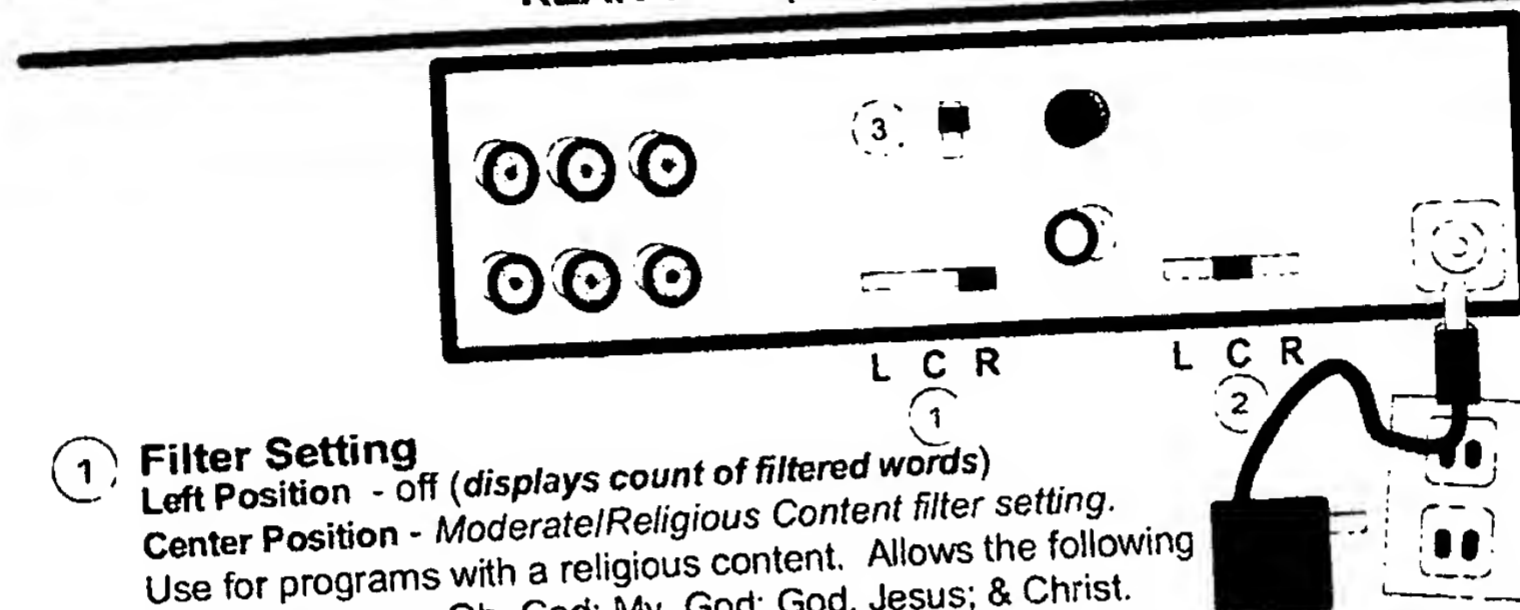
You will need two additional AUDIO/VIDEO (RCA-type) cables with this connection.



Connections for Recording one program while watching another, and Picture In Picture Connections.

1. Connect a coaxial cable directly from your VCR ANT OUT to your TV ANT IN. Watching TV using this connection on your TV will not be filtered.
2. Connect two A/V cables as illustrated in diagram B-E.
3. Only the A/V connection will be filtered by TVGuardian. Watch TV using the proper Video Input Selection on your TV for TVG filtered viewing.

REAR VIEW (Diagram F)



1. Filter Setting

Left Position - off (displays count of filtered words)

Center Position - Moderate/Religious Content filter setting.

Use for programs with a religious content. Allows the following types of phrases: Oh, God; My, God; God, Jesus; & Christ. Also allows some mild expletives (refer to page 1).

Right Position - strict filter setting (religious references plus around 150 others)

2. Closed-Captioning Setting

Left Position - off

Center Position - displays modified (profanity-free) text only when a foul word is detected, and the audio is muted.

Right Position - displays continuous modified (profanity-free) closed-captioned text during qualified programs when the filter setting is in either the moderate or strict position.

Dedicated Closed-Caption Decoder Mode: When the closed-captioning setting is in the right position and the filter setting is in the left (off) position, TVGuardian displays continuous unmodified closed-captioned text during all closed-captioned programs.

3. Channel Setting

UP Position - TV should be tuned to channel 3 when using coaxial connection.

DOWN Position - TV should be tuned to channel 4 when using coaxial connection.

Troubleshooting

No picture and sound - a) check that the wall power supply is plugged in to the electrical outlet, b) check that the power supply connection is securely plugged into TVG, c) check that the A/V connections in diagram A are secure, d) check that the Mono Coaxial connections in diagram C(3)), or e) check that the TV is tuned to channel 3 or 4 (selected by the channel setting switch in diagram C(3)), or e) check that the optional A/V connections in diagram B are secure and TV is tuned to VIDEO IN.

A foul word was not filtered - a) the program that you are watching is either not closed-captioned, or the captioning is not synchronized with the audio (live TV, news, sports, talk shows). Either turn the channel and then turn it back to the original program, or turn off your VCR and turn it back on again. If 'TVG' is not displayed then the program will not be filtered, but their are captioning errors (words left out, misspelled or not synchronized with the audio). c) the word is not in the TVG dictionary, d) the filter setting in diagram F is set to moderate which allows a small number of offensive words.

FCC NOTE This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

© 2000 Principle Solutions, Inc.

LIMITED WARRANTY

TVGuardian's (TVG) Manufacturer warrants that (a) the PRODUCT will perform substantially in accordance with the accompanying written materials for a period of one year from the date of receipt and (b) any hardware accompanying the PRODUCT will be free from defects in materials and workmanship under normal use and service for a period of one year from the date of receipt. Any implied warranties on the PRODUCT and accompanying hardware are limited to one-year. Some states do not allow limitations on duration of an implied warranty, so the above limitation may not apply to you.

CUSTOMER REMEDIES. TVG's Manufacturer, distributors' and its suppliers' entire liability and your exclusive remedy shall be, at its Manufacturer's option, either (a) return of the price paid, or (b) repair or replacement of the PRODUCT or hardware that does not meet this Limited Warranty and which is returned to TVG's Manufacturer with a copy of your receipt. This Limited Warranty is void if failure of the PRODUCT or hardware has resulted from accident, abuse, or misapplication. Any replacement PRODUCT or hardware will be warranted for the remainder of the original period or thirty (30) days, whichever is longer.

NO OTHER WARRANTIES. To the maximum extent permitted by applicable law, TVG's Manufacturer, distributors and its suppliers disclaim all other warranties, either express or implied, including, but not limited to implied warranties of merchantability and fitness for a particular purpose, with regard to the PRODUCT, the accompanying written materials, and any accompanying hardware. This limited warranty gives you specific legal rights. You may have others which vary from state/jurisdiction to state/jurisdiction.

NO LIABILITY FOR CONSEQUENTIAL DAMAGES. To the maximum extent permitted by applicable law, in no event shall TVG's Manufacturer, distributors or its suppliers be liable for any damages whatsoever (including without limitation, special, incidental, consequential, or indirect damages for personal injury, or any other pecuniary loss) arising out of the use of or inability to use this product, even if TVG's Manufacturer has been advised of the possibility of such damages. In any case, TVG's Manufacturer's, distributors' and its suppliers' entire liability under any provision of this agreement shall be limited to any amount actually paid by you for the PRODUCT and/or hardware. Because some states/jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitation may not apply to you.

If you acquired the PRODUCT in the United States of America, this Limited Warranty is governed by the laws of the State of Arkansas, U.S.A. If you acquired the PRODUCT outside the United States of America, local law may apply.



Patent Pending

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are registered trademarks of
Principle Solutions, Inc.

TVGuardian, Inc.
PO Box 670
Rogers, AR 72756

THE QUALITY



Tools
For
High-Tech
Living

Dirty-Word Cop



With the TVGuardian, you can let the kids stay up and watch Chris Rock.

more than 150 objectionable words and phrases. The unit then mutates the volume and substitutes a G-rated replacement in the closed-caption text. The TVGuardian can be adjusted for either "Strict" or "Moderate" monitoring, depending on household preferences, though there's no word yet on when to expect a special *Osbourne*-safe setting.

Nothing can ruin a nice night in the family room quite like a bad case of "L-words" or "potty mouth." If your cable TV DVD or VCR is spouting too many four-letter words in front of the little ones, consider installing the TVGuardian. The Four Language Filter (www.tvguardian.com; \$100). A virtual pair of lips over the ears, the filter plugs right into your TV's audio connector. DVD and VCR, you now have the use an A/V switcher and electronically block out

Don't Get Caught Red-Handed

Other than an IRS audit or an audience with the Queen, nothing causes sweaty palms quite like gripping a Jedi lightsaber or a NASCAR steering wheel for six consecutive hours. Nyko (www.nyko.com) finally is attempting to address this problem with its Air Flo controllers for the Xbox (\$30) and Playstation 2 (\$25). A patented multi-speed fan blows air through the ventilated grips, helping to cool down even the toastiest set of gamer hands. I recently spent a long weekend alone with *Tony Hawk* (the game, not the man), and while my score was still too embarrassingly low to print here, my hands survived the two-day ordeal surprisingly unscathed. Both models feature dual analog sticks, pressure-sensitive buttons and variable vibration. A \$25 GameCube version will be available this month.



You'll never end up a sore loser when you use the soothing, nifty Nyko Air Flo controller.

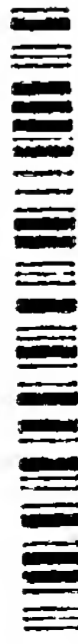
Sites You'll Like

- **pencilflag.com**
There's plenty of fun for this site with the cute, frog, military flag designs you print, cut out, and wave on the end of a pole.
- **www.mrge.com**
Search the Magic Registry. A way to find the perfect thing for loved ones and the 22nd birthday, current and classic films.
- **firstgov.com**
"Your First Click to the U.S. Government" has everything from Hawaiian marriage-license requirements to online patent filing.

Have a question about computers, software or the Web? Visit www.parade.com and click on "Gadget Guide."

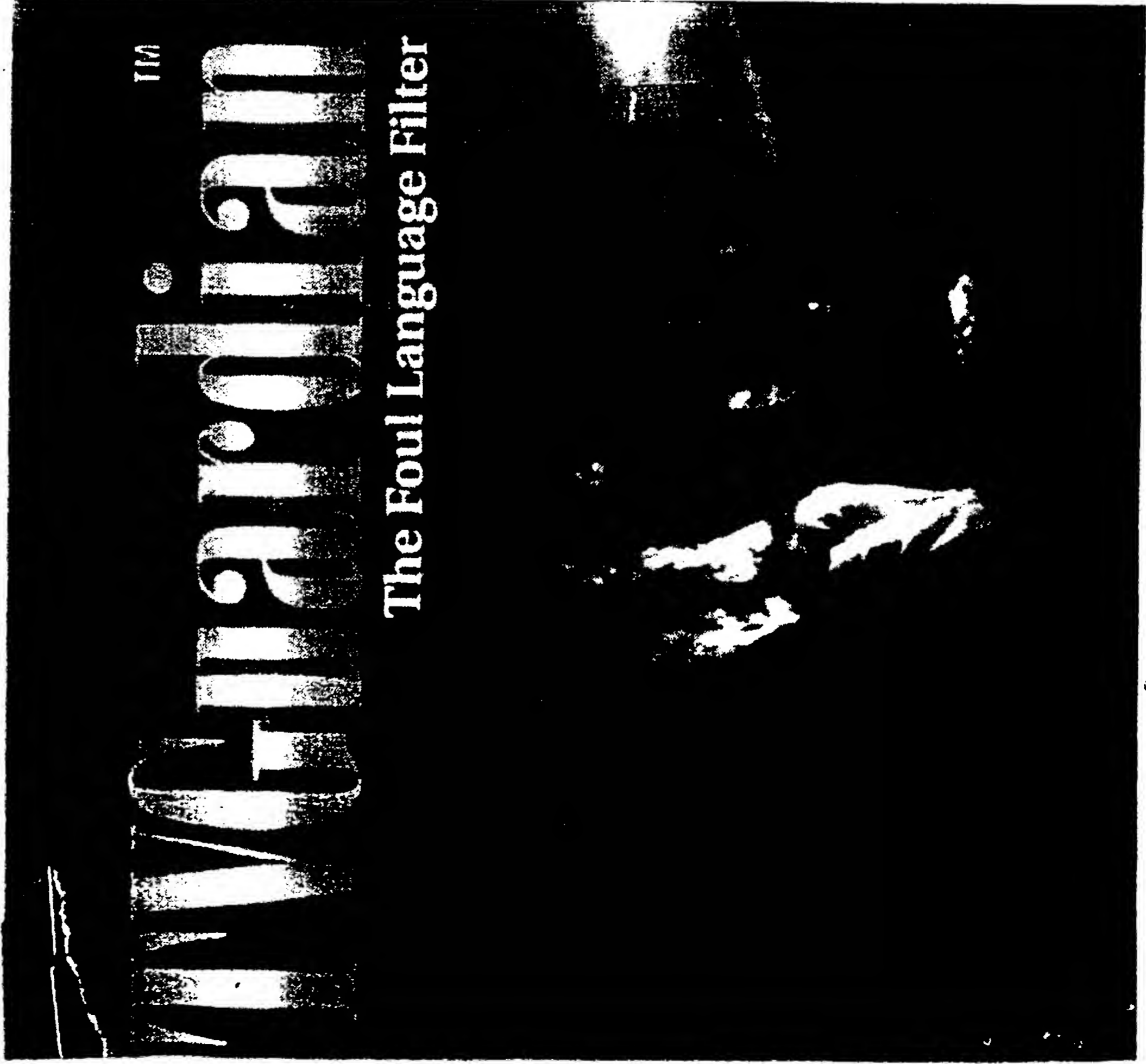
We cannot give personal replies, but we address your query in a future column. "The Gadgets Guide" is available to help with any request. Just e-mail Gadgets@parade.com to get the "Gadgets Guide" from Parade.

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N24332

LUCE PRESS CLIPPINGS



Parents buying TV censor box to axe bad words

By Brendan O'Reilly
Staff Writer

Unfortunately it won't block out spicy excerpts of Kenneth Starr's live testimony, but "TVGuardian: The Foul Language Filter" will censor expletives, some religious language and certain idiomatic expressions from previously recorded television programs and rented movies.

And parents who worry about such things are buying them up, its promoters say, as much out of shame as responsibility.

"TVGuardian has removed the guilt and helped me reinforce what I'm teaching my kids," a parent says in advertisements promoting the new gadget.

New on the market this year, it's tailor made for the Bible Belt by Principle Solutions, based in Rogers, Ark., and it offers a dif-

ferent approach from the V-chip to cleaning up what a child is exposed to in movies and television.

The V-chip blocks out entire programs above a user defined rating level and will not work at all on videotapes. The TVGuardian, a small cable box-like device, connects to the output lines from a VCR, reads the closed caption signal and checks the words against a dictionary of "over 100 offensive words and phrases."

When the computer device detects an "offensive" word, it mutes the audio signal and substitutes a non-offensive word for display in the closed caption text.

In addition to filtering out the "seven words you can't say on television," as George Carlin referenced them, the device filters



Guardian

■ From Page 31

out most four letter words including butt, d--- and crap, all slang as well as scientific terms for the male or female genitals, all slang words for breasts, all uses of Jesus, Christ and God, and all ethnic slurs.

The word "sex" is changed to "hugs" in the closed caption text.

Creator Rick Bray said he got the idea for the device about two and half years ago because he is the parent of two children, ages 11 and 13, and he wanted to watch videos and television without having to worry about his kids hearing inappropriate language.

"It makes it more enjoyable to sit down and watch a movie because you don't have to worry about the kids hearing bad language," he said. "We allowed the word 'breast', but we had to debate that. If it's a slang term for that we mute it."

And vulgar words aren't just where you would expect them, he notes.

TVGuardian's literature says that there are "13 offensive words" in "E.T.: The Extra-Terrestrial," and TVGuardian filters out all but "one offensive word."

In the kitchen scene where Elliot calls his older brother "penis breath," Bray explained, the phrase is muted and the closed caption text pops up as "jerk's breath."

"The machine offers three settings: strict, tolerant and off," explained Principle Solution's collaborator Brian Morrison. "The strict setting filters out the D-word, butt, references to God and Jesus Christ because they are probably used in a negative connotation and even filters out colloquial phrases like S-C-R-E-W you. The tolerant setting will let in references to God and Jesus Christ and will allow someone to say 'I screwed that up.'"

Morrison admits that when he rented *Good Will Hunting* "we missed a lot of conversations. 'F--- you' became 'Go away' in the closed caption text."

And he has the various settings because he realizes that what is troubling to him may not be as troubling to other parents.

For example, the strict setting filters out the words Jesus, Christ and God, he explained, because they are usually used as expletives.

So "most people leave it on a strict setting unless they are watching a religious program," he said.

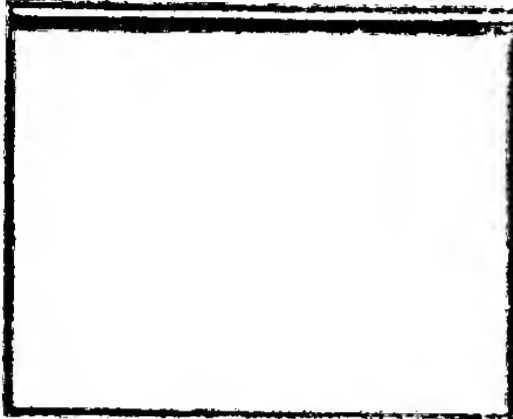
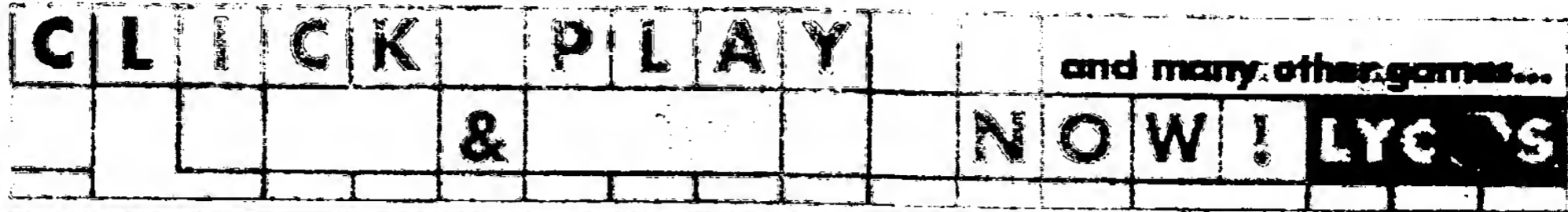
The frustrating thing to Bray and Morrison is that the TVGuardian will not work on live television shows, sports programming, live news shows and talk shows, but at this point there

Company spokesmen say they have sold about 2,500 of the devices since they hit the market in March of this year. And Fellowship Bible Church spokesman David Mahoney said the church has "sold a whole bunch of them and we've got a number of church goers checking into it for Christmas."

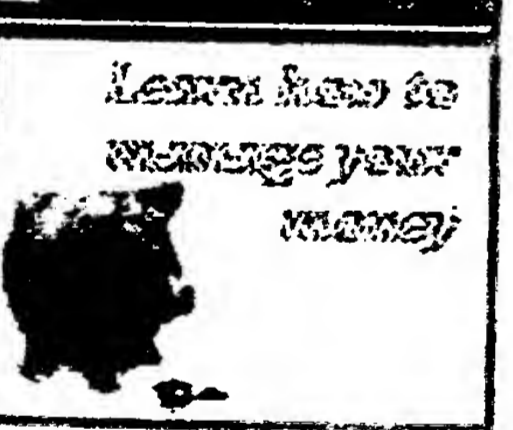
simply is no way to make it work on anything but prerecorded material.

The TVGuardian retails for \$149.95 — there are no monthly fees — and is available in Pulaski County at the Fellowship Bible Church in Little Rock and Arpel Video Systems, also in Little Rock.

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New Electric Gadgets Debut at Show

By Martha Mendoza
AP Business Writer
Friday, January 8, 1999; 5:09 p.m. EST

LAS VEGAS (AP) — An array of useful, entertaining or simply strange items are showing up this year the 1999 Consumer Electronics Show. Here are a few:

—Invisible Walls: Want to change the television station while you're out of the room? Jensen is debuting a new remote control that combines radio frequency with infrared. The result: Users can operate electronic devices through walls, floors and ceilings.

—Foul Language Filter: Viewers who don't want to hear television or videotape profanity can now install the TVGuardian, a \$200 box, and get all those bad words filtered out. TVGuardian reads encoded closed-caption signals and references it against a preset dictionary to detect offensive language. If a character says something nasty, all a viewer hears is a moment of silence.

—Bad Air: A new carbon monoxide detector called the Pollumetre Air fits in a user's pocket and can be used anywhere. Driven by a microprocessor, the cigarette-box sized device reads carbon monoxide levels in the surrounding area.

—Phone Zapper: Easy Hang Up gets rid of telephone solicitors. The credit card sized box hooks into your telephone. When an unwanted caller dials in, the user pushes a button on the \$12.99 device and the caller hears this message: "I'm sorry, this number does not accept this type of call. Please regard this message as your notification to remove this number from your list. Thank you."

—Star Finder: The Night Navigator computer tracking system locates and identifies constellations, planets and stars. Users enter their position into the \$129 navigator, which uses a digital electronic compass to establish the stargazer's position on earth. The telephone book sized navigator then tells the user which constellations, stars and planets are within their viewing area, and shows them which way to look.

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[Back to the top](#)

HOME TECH

Big ticket is the hot ticket at electronics show

By Mike Snider
USA TODAY

LAS VEGAS — Gee-whizz products such as skinny, wall-hanging plasma TVs, digital high-definition TVs and DVDs have consumer electronics makers and retailers looking for record sales in 1999.

Among the 65,000-plus who attended the annual Consumer Electronics Show, which ended Sunday, were thousands of retailers itching to get back home and play pricey new toys to tech-hungry buyers.

"Customers are coming in as the price of DVD drops and they're seeing the new TVs, too. The quality is so good," says Alan Kessock of Ultimate Electronics in Denver.

"I have never seen as much enthusiasm as I have at the show this year. We're not talking about \$99 blister-pack products. These are big-ticket items," says Tom Campbell of San Diego's Dow Stereo/Video.

About \$79 billion in electronics sales are expected this year, 5% more than in 1998, according to the Consumer Electronics Manufacturers Association, which runs CES. Expected to sell: more than 28 million TVs (including 150,000 digital TVs, as opposed to 13,000 in 1998) and 1.6 million DVD players.

A sampling from the show:

Thin TVs. Attention-getting plasma sets, using illuminated gases to create a video image on a screen flat enough to hang on walls, include Zenith's 42-

inch-diagonal, 6-inch-thick Intelq, due in spring for less than \$11,000. Sanyo displayed a 42-inch digital-ready plasma monitor for \$12,000 to \$15,000, due later this year. Toshiba's PD-42W1 flat, wide-screen TV (\$13,995, due by summer) is only 3.5 inches deep.

More than a dozen makers displayed high-definition sets, from 34-inch models with picture tubes to 65-inch rear projectors (and front projectors displaying even larger images), from \$4,000 to \$10,000-plus.

Many retailers are displaying HDTV sets next to high-end analog TVs and lower-priced digital TVs (which offer improved but not high-definition video) in the hopes of selling some level of new TV sets.

"We're excited because it's the start of a new era for TV, but really for the next few years nobody is going to make any money off HDTV," says Sony's John N. Revie.

Digital gadgets. On the heels of Diamond Multimedia's Rio player, Samsung showed three portables designed to play music downloaded from the Internet in the MP3 format. They're expected to cost \$130 to \$200, depending on features, when they arrive this summer.

The new JVC MiniDV GRL9500 (\$2,299, due by early February) records at 120 frames per second, twice the frame rate of normal camcorders, to provide clearer video and broadcast-style slow-motion playback. It has a 3.8-



A closer look: Manuela Simonelli of Paris examines one of JVC's digital video cameras at the Consumer Electronics Show in Las Vegas, which ended Sunday.

inch LCD monitor and can be used as a digital still camera as well, holding up to 600 photos. Sony's new Digital8 Handy-cam camcorders (\$899 to \$1,399, due in March) offer digital recording on Hi8 tapes, and can play current 8mm tapes. Digital recording means higher quality video, PC connectivity and CD-quality sound.

Tired of waiting for the V-chip? So was Rick Bray of Principle Solutions in Rogers, Ark. So he designed the TV Guardian, a set-top box that uses the closed-captioning signal to help filter out objectionable language. When a questionable word appears, the Guardian (\$149 to \$199, out now) mutes the sound briefly, and can even substitute words in captions —

for example, in *Independence Day*, when Randy Quaid prepares to attack the mother ship, a screamed obscenity was replaced with "evil aliens."

"I was just frustrated for quite a while," says Bray, a father of two. Having previously designed software for real estate closings, he decided to "search around the Internet" to create his own solution.

Home theater. Prices are dropping on the equipment needed to build your own surround-sound system.

Audio/video receivers with the latest Dolby Digital surround capabilities have fallen hundreds of dollars in the past few months. Among the least expensive are Technics' new

SA-DX930 (\$399, out in June) with Dolby Digital plus 100 watts per channel, a subwoofer output and inputs for accessory decoders for the rival DTS surround-sound format.

And Denon's \$399 Dolby Digital receiver, the AVR-1600 (due in May), sends 80 watts to five main speakers, and can create a "surround ambience" from non-Dolby sources.

Sharp's new "Amplitheater-in-a-Box" combines a DVD player, a 240-watt receiver with Dolby Digital decoder, five speakers and a subwoofer for \$999.95 (due in March).

And, if you're in the market for a VCR, Samsung's VR8809 (\$189, due in February) can record up to 15 hours on a typical VHS tape.

Web shopper for reliability.

By Elizabeth Weise
USA TODAY

What makes us trust a Web site enough to give it our credit card number? A new study finds that just as broken lights and dingy walls may make shoppers think twice about plunking down their money, "image not found" icons and dead-end navigation tools have the same effects on line.

The report, released today by Web design guru Clement Mok of Studio Archetype/Supplement Corp. in Cambridge, Mass., and market research firm Cheskin Research in San Francisco, pinpoints what makes a site seem trustworthy.

While the findings may seem basic, the study actually is the first to look at exactly what makes a site seem safe, says Lori Fena, chairman of TRUSTe, a business-backed privacy program. "Nobody's done any research on it. None. This is the first."

While not based on a representative population sampling, the research project used consumer interviews and expert roundtable discussion to home in on crucial factors.

Brand and navigation were the most important starting points for developing trust. Such real-world brands as Wal-Mart and Levi Strauss were less important than researchers expected. "For building a relationship with a consumer on line you need a lot more than recognition," Fena says.

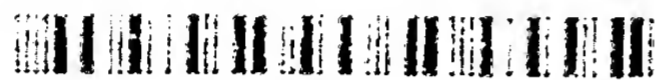
Surprisingly, ease of navigation is "the real 'got-to-have,'" says Cheskin's Davis Marsten. "If it's not easy to find what you're looking for and you've got error messages popping up, you're going to lose people."

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LUCE

PRESS CLIPPINGS

TVGuardian
[Principle Solutions]

TVGuardian (TVG) bills itself as "The Foul Language Filter" for your TV. In our test, TVG did a good job filtering offensive language from programming and videotapes.

TVG, which connects between your VCR and your TV, "searches" closed-captioning for offensive words and phrases. TVG has two filtering options. The "tolerant" setting allows less offensive language—including, unfortunately, taking the Lord's name in vain. The "strict" setting filters these phrases, and does a thorough job of cleaning up TV's often smutty act.

The filter mutes offensive language. But there's a drawback: It also mutes some of the context around them. For instance, in a scene from *Air Force One*, the vice president reacts to the news that the president's jet has just been hijacked: "How the hell did this happen? How the hell did they get Air Force One?"



TVG not only mutes the two bad words, but it also mutes both sentences entirely! This happens several times in *Air Force One*, so you miss some dialogue critical to the plot.

That's where TVG's closed-captioning switch helps. Flip the switch, and you see the dialogue text on your TV screen—minus the bad words, of course. In the example above, the vice president's two sentences are still muted, but the text reads, "How did this happen? How did they get Air Force One?"

Maybe future upgrades of TVG will be able to mute (or "bleep") only the offensive words and keep the rest. But for now, this is a good—and family-friendly—start.

Price: \$199.95. For more information, call 888/799-4TVG or visit www.tvguardian.com (ISC 903®).

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THE ST. LOUIS POST-DISPATCH

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Gadget will filter the unprintable words out of your television programs

FROM NEWS SERVICES

Now there's a machine that will track the words out of your television.

And maybe replace it with something nice.

It's called the Foul Language Filter, or, more formally, TVGuardian. It's a black box you hook up to your cable box or VCR that reads the closed-captioning signal en-

coded into a show.

When the box picks up one of the 100 or so words or phrases deemed offensive, it mutes the audio for a second or two. That way, you don't hear what you don't want to hear or, more to the point, what you don't want your kids to hear.

If you use closed-captioning, the box will substitute a less offensive word—"edginess" for instance.

The box is the creation of Rich-

ard Bray, 39, president of Principle Solutions Inc. in Rogers, Ark.

"It's been over two years in the making, but we just started shipping at the end of March," Bray said. "I'm a parent, have two kids, and the V-chip wasn't really what I was looking for. . . . I think most parents just want a larger selection of family entertainment. They don't want profane bleeped."

There were a few bugs to work

out. The program changed the old sitcom "Dick Van Dyke" to "Dick Van Gay."

The way around it was to program the box to search for certain watch words preceding the questionable language—words such as "a," "those" and "of." It's the same way the box screens out "Oh my God" while leaving "God in heaven" untouched.

Certain words are obvious, but

not all. "There are some words that are kind of borderline and some people would think were OK," Bray said. "That's why we have the tolerant setting."

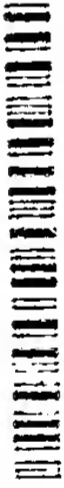
The "tolerant" setting allows about a dozen words the "arlier" doesn't but, socks and clogs among them. In other words, stuff you hear on "The Simpsons."

The closed-captioning signal usually runs slightly ahead of the

audio, which allows the auto program to kick in. The process was won't let children hear shows such as news and sports broadcasts.

So far, most of the TVGuardian sales have been through a toll-free number, (800) 733-0833, and the Internet at www.tvguardian.com. The suggested retail price is \$199 through some Internet sites like i

for \$149.



N3144



PRESS CLIPPINGS

New device kicks foul language in the @\$\$!

TV listings: Check your TV
Journal in today's newspaper.

By Elizabeth Shaw
JOURNAL STAFF WRITER

Offended by the foul language in movies and on TV but still want to see the shows?

TVGuardian, "The Foul Language Filter," might be the solution.

Invented and marketed by Arkansas-based Principle Solutions, TVGuardian is a device that can be connected to any television set to automatically detect and filter out profanity and offensive language in TV programs and video movies.

According to TVG's promoters, the device blocked 65 of the 66 uses of profanity in the popular sci-fi film "Men in Black" and 12 of the 13 contained in "E.T. the Extra-Terrestrial." Further tests on a wide range of video movies and television programs gave the device an overall 95 percent accuracy rate, they said.

TVGuardian works by making use of the closed-caption signal that is now encoded into virtually all movies and most pre-taped TV programs. (It cannot function with news and sporting events, talk shows and live broadcasts.)

First, the device is hooked up between the source (incoming cable, VCR, satellite dish, DVD player, etc.) and the television.

Since the closed-caption signal runs slightly ahead of the audio, the computer software is able to monitor the dialogue and cross-reference it against a pre-set dictionary of profane words and phrases.

When foul language is recognized, the audio is automatically muted before the "bad words" are spoken on the screen.

It cannot detect offensive language if a program is not cap-

tioned; the captioned word is not synchronized with the audio or if a word is used that is not in TVGuardian's dictionary.

TVG's makers say the device generally mutes less than 60 seconds of a PG or PG-13 movie's soundtrack, with most of the individual muted portions lasting less than two seconds.

Several setting options add flexibility to the basic concept.

The filter setting can be turned off completely or adjusted between two censorship levels. In Tolerant Mode, TVG allows words and phrases like "Oh, God," "crap" and "sucks" to pass through unfiltered, whereas Strict Mode removes all questionable language, including derogatory references to race, religion and sexual preference.

The unit also has three closed-caption settings: Off (no text subtitles), Display Text During Mute (titles), and Display Text During Mute Only (nonoffensive subtitled text replaces the muted audio phrases) and Full Closed-Captioning (continuous subtitling with filtered language.)

The box can be locked so the on/off switch and filter settings are inaccessible to children.

There are a few points to consider, however, before deciding to hand over the \$199.95 manufacturer's suggested retail price.

Ideally, only the targeted word or phrase should be blipped, leaving the rest of the dialogue intact. In many cases, however, TVG wipes out the entire sentence containing the "bad word," which can seriously impede narrative flow.

Too, replacing the missing dialogue with text subtitles is a less-than-satisfactory solution.

Think about it. Most children young enough to warrant a parent's use of the device can't read the replacement dialogue.

COMMENTARY

TVGuardian, The Foul Language Filter, is a small device that automatically detects and filters out profane language.

Even for an adult, switching one's concentration to a quick subtitle can be distracting, to say the least.

The text approach would be an audio substitution, wherein a computerized voice synthesizer dubs in the new word or phrase right on the soundtrack.

Understandably, text might be the best that current technology can offer in a practical price range. Still, it makes one wonder whether it might be worth waiting until an audio version is available.

As for the word substitutions themselves, some are dubious at best.

The phrase "you're f---ed" was replaced with "you're squeezed."

Another instance replaced the phrase "get laid" with "doodle" - besides being inherently nonsensical, the resulting new sentence actually seemed more offensive than the original.

Others are just awkward, like "dumb-rar."

There are also those cases

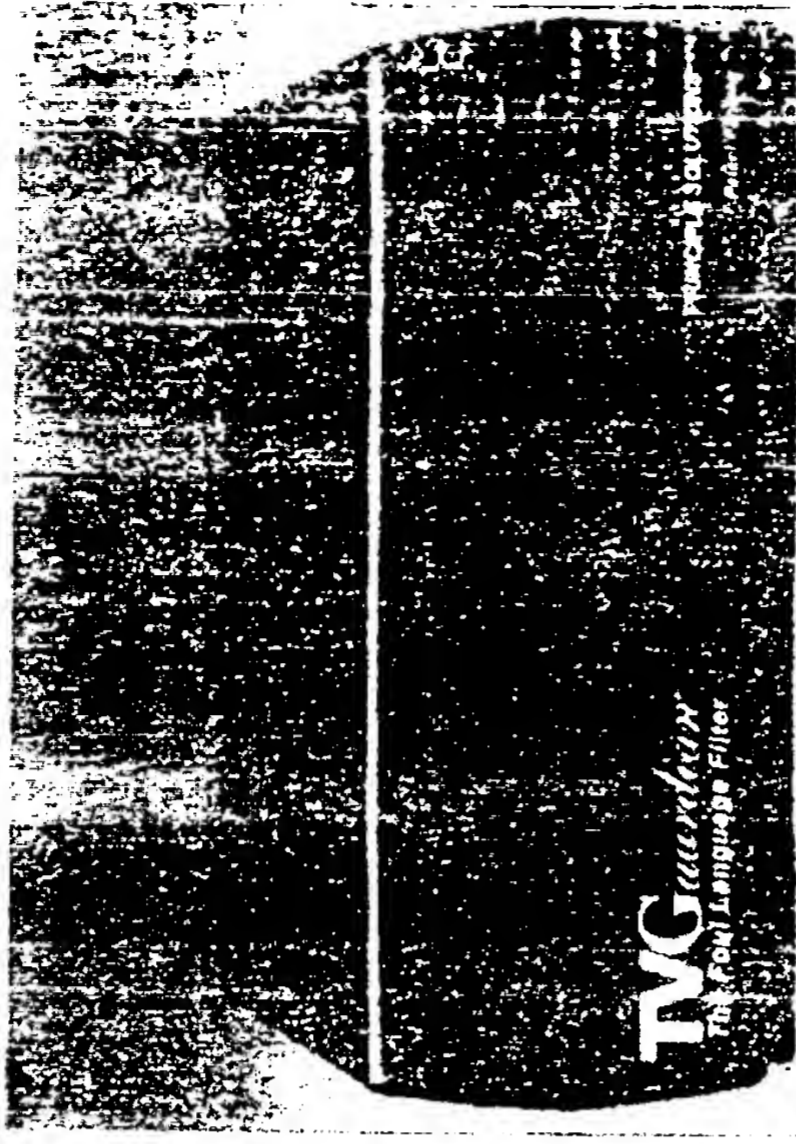
where the profanity is so fundamental to the concept, the entire point is lost without it.

For instance, in the memorable nice-guy-pushed-over-the-edge car rental scene in the dad comedy, "Planes, Trains and Automobiles," Steve Martin's forward-bittered Cauter becomes one long empty silence.

Rather than even attempt creative substitutions, the text simply excises the offending word... resulting in an utterly flat and unfunny exchange. Can you imagine what TVGuardian would do with an old Eddie Murphy comedy routine?

Sometimes you just can't blame a computer for giving up.

Those interested in more information on TVGuardian may contact Principle Solutions at (888) 799-4TVG, or on the Internet at www.tvguardian.com



San Francisco, CA

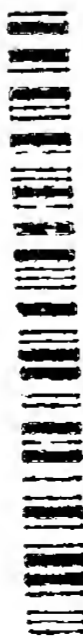
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LUCE

PRESS CLIPPINGS

'V-Chip' for TV Will Filter Language Unfit for Children

The long-talked about V-chip, which will allow parents to control the television viewing of their children, isn't quite here yet. And when it does arrive it will require the purchase of a new TV set.

The V-chip will enable parents to set a rating level that they deem acceptable for their young viewers -- screening out violence, sexual content and profanity. Only programs that carry ratings will be affected by a V-chip-equipped TV.

While some parents will set the V-chip-equipped set to blank out any programs that are rated PG, others may set a more lenient threshold.

Some parents feel that the only thing wrong with today's TV programming and movies is the language that's sometimes used. For these families, a new device called the TVGuardian may be an even better answer -- and is certainly more cost-effective -- than a V-chip-equipped TV.

TVGuardian is a small, 4-by-6-inch black box that connects be-

grams and movie software (video-tape, DVD, etc.). When one of the words deemed "offensive" is detected, the audio is briefly turned off.

If someone is watching closed captioning, the on-screen word or phrase is substituted with a more suitable one.

The words and phrases on TVGuardian's no-no list is comprehensive enough to please even the most prudent parent. There are three audio settings: "off," so no changes take place; "tolerant," where most modern slang like "butt-head" and "sucks" is allowed through; and "strict," which eliminates nearly all words of possible concern.

Virtually all derogatory references to race, religion and sexual prefer-

ences are eliminated.

The makers of TVGuardian say that it offers a high accuracy rate. For example, they say that the movie "Men In Black" contains 66 offensive words. They say that a maximum of one might sneak through.

Another film, "Lost World - Jurassic Park," is said to contain 17 bad words; TVGuardian will neutralize them all.

The popular film "Mrs. Doubtfire" may contain 31 words considered questionable, but only one will make it to a little one's ears. While the movie "Speed" is peppered with 93 nasty words, all but four will be eliminated by TVGuardian.

Short Pause

Muting of the sound for ques-

tionable words is brief -- just two seconds or less -- so long stretches of dialogue are not disrupted. Remember, though, order for TVGuardian to work the air or recorded programs have closed captioning.

The device can be locked to prevent clever children from turning it off or disconnecting it.

TVGuardian is available in stores around the country. C can order one directly from the manufacturer, Principle Solutions, over the telephone or via the net. The price is \$157.90.

Harry Somerfield is co-founder of Town: The Home Electronic Guide, www.e-town.com.

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HOME ENTERTAINMENT

Harry Somerfield

SOURCE

For more information about TVGuardian, phone (888) 709-4884; Web site www.tvguardian.com.

between the incoming video program source (rooftop antenna, VCR, cable TV box, DVD player or satellite tuner) and any TV set. All it does is filter out foul language by muting the audio to prevent bad words from being heard.

Closed-Caption Monitor

TVGuardian works by monitoring the closed captioning signal present on most of today's TV pro-

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41



KNOCKOFFS *Train* (top), *Murder*

to, who also directed) to see Hitch's *Strangers on a Train*, setting off a blissfully ironic variation on that film's criss-cross murder plot.

Maybe that's the way to approach the master in smiling supplication. Lord knows, director Andrew Davis' joyless proficient *Murder* could have used some juice. Douglas, in full Gekko mode, and tissue-pale Paltrow take the roles (first filled by Ray Milland and Grace Kelly) of the rich older husband and the errant wife he plans to have killed. *Murder*'s one notable plot switch is that Paltrow's lover, played by Viggo Mortensen, is a scuzz as well. Hitchcock kept his film (based on a play) close to the couple's apartment; *Murder* fans out across Manhattan's moneyed precincts, and while the sets are dreamy, it's hard to care for these denizens of Trump Land. Comparing the endings is particularly instructive: What was a satisfying cat-and-mouse endgame between Milland and a detective (John Williams) is now a hasty, ridiculous shoot-out between man and wife. *Murder* makes a passable rental, but that, finally, is what's wrong with it. It goes off without a Hitch. *Murder*: **C** *Charade*: **A-** *Sisters*: **B** *Vanishes*: **F** *Psycho II*: **B** *Train*: **B+**

OWN VIDEOS NO-FUSS NO-CUSS MOVIE CLEANUP

WHAT THE BLEEP is TVGuardian? It's the latest in home censorship for your television, except that this gizmo (about \$200 suggested retail) works with both TV shows and videos—and you can have some fun with its creative, squeaky-clean interpretations of cusswords.

A device about half the size of a cable box that hooks up between your television set and cable box, VCR, satellite receiver, or DVD player, TVGuardian reads a program's encoded closed-caption signal against its own pocket dictionary of offensive language, mutes the sound when it finds a listed word or phrase, and displays a profanity-free caption instead, thus freeing the 7-year-old in the family to enjoy the visual and verbal wit of, say, *Men in Black*, but without the gutter talk. (For the hearing impaired, TVGuardian can be set to display continuous profanity-free closed-captioning; the device can also be locked to avoid tampering by the kids.)

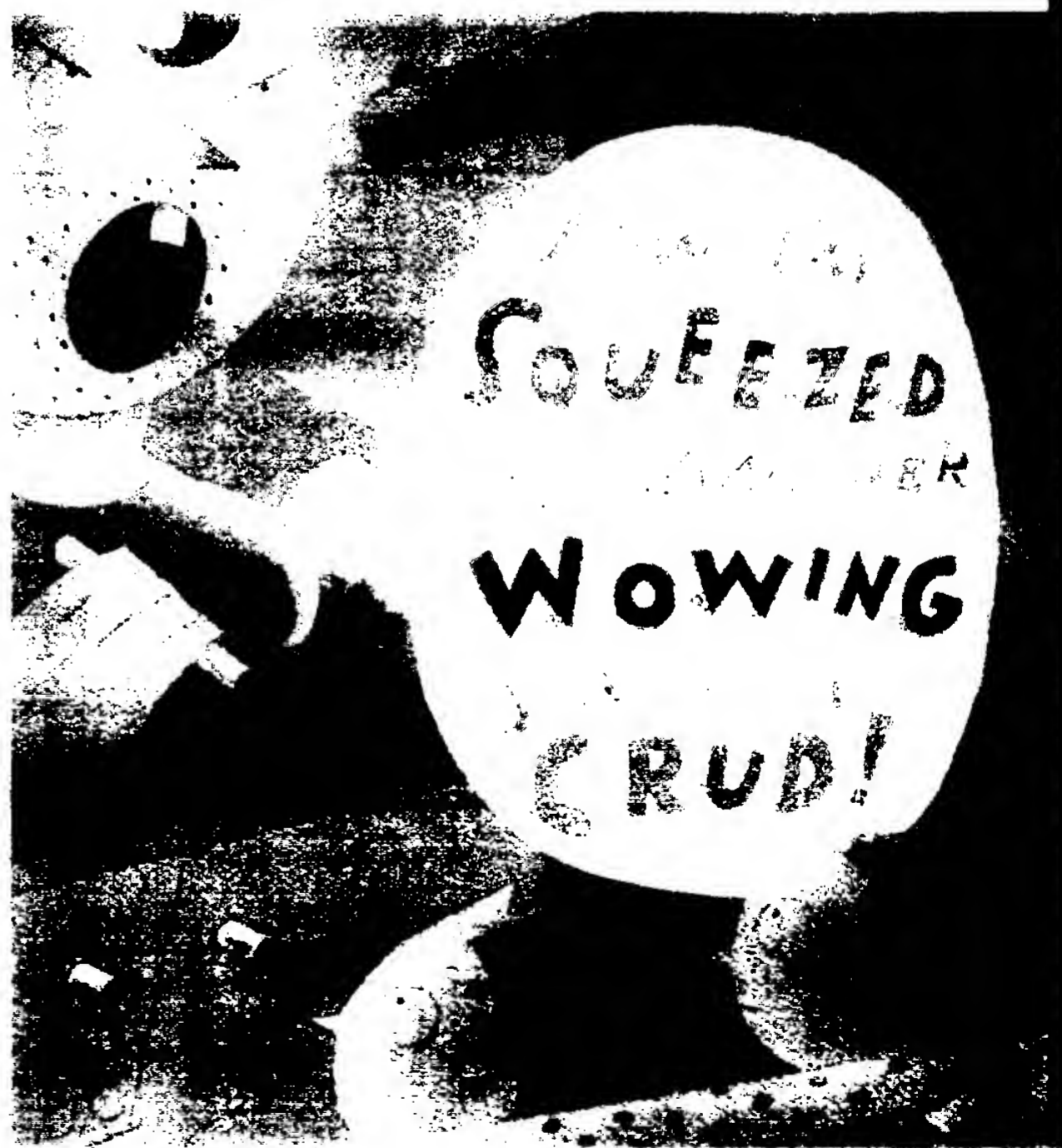
Our own trial confirms that TVGuardian—which advertises that it catches 95 out of 100 bad words in *Men in Black* and all but 4 of 95 in *Speed*—does a damn good job of silencing profanity (although it doesn't work on live shows or older movies and tapes that don't have closed-captioning built in). It's these translations, especially on the "strict" setting (as opposed to the "tolerant" setting), that make for top-notch popcorn entertainment itself.

With TVGuardian up and running, Will Smith now "says" things like "Stop away from your busted-rear vehicle," and "this definitely rates about a 9.0 on my weird crud-o-meter." TVGuardian failed to edit Smith's mumbled "what the

hell you talkin' about?" line before he meets Tommy Lee Jones at police headquarters because the close-caption signal failed to pick up the line.

As for the R-rated *Speed*, it's a veritable "crud"-a-thon. While TVGuardian missed a couple of F-words (most uses of the F-word become "wow," as in Dennis Hopper's early line, "Don't wow with daddy"), and it let "scaumbag" slide by, the device may leave you wondering where the vulgarity could have lurked in, say, "Now he's a little squeezed at me," or "Man sure has a feeling for this bus"—a stupefaction that careful parents, of course, will want for their children. Not that there won't be questions. One of the more creative translations comes in *Air Force One*: On the strict setting TVGuardian mutes a general's line and replaces it with the caption "The President will get back his baseball glove and play catch with this guy's feeli." Oh-kay.

Enterprising kids who really want to hear the bad words can merely rewind to just before the objectionable phrase is heard, because it takes TVGuardian several seconds to kick in. But, hey kids, let's be kind and not rewind. —Kenneth M. Chanko



People swear by TVGuardian™.

They just can't
swear through it.



Winner of the CES

1999 **Consumer Electronics Innovation Award** and
Best of Show for Accessibility



Such a small box, yet big enough to change the way our families view television. And just as importantly, the way we hear it.

TVGuardian monitors the closed-captioning embedded in the video signal of broadcast shows and video movies. Each word is then referenced against an internal "offensive word" directory. When an unacceptable word is detected, the audio is muted and the closed-caption word is replaced with a profanity-free version.

TVGuardian connects easily between your television and VCR. And unlike the V-chip, it blocks out words, not entire programs. Think of it as a breath of fresh air in a society all too tolerant of vulgar language. And if we do say so ourselves, it's about ***** time.

"I bet there are a number of TV manufacturers who are kicking themselves now and asking, 'Why didn't I think of that?'"

Gary Shapiro, President of the Consumer Electronics Manufacturers Association

TVGuardian™
The Foul Language Filter

For retail and licensing opportunities, come by TVGuardian™ LVCC Booth #8035,
or call Principle Solutions at 1-800-967-7884

We don't
mind
hearing
these
four-
letter
words.



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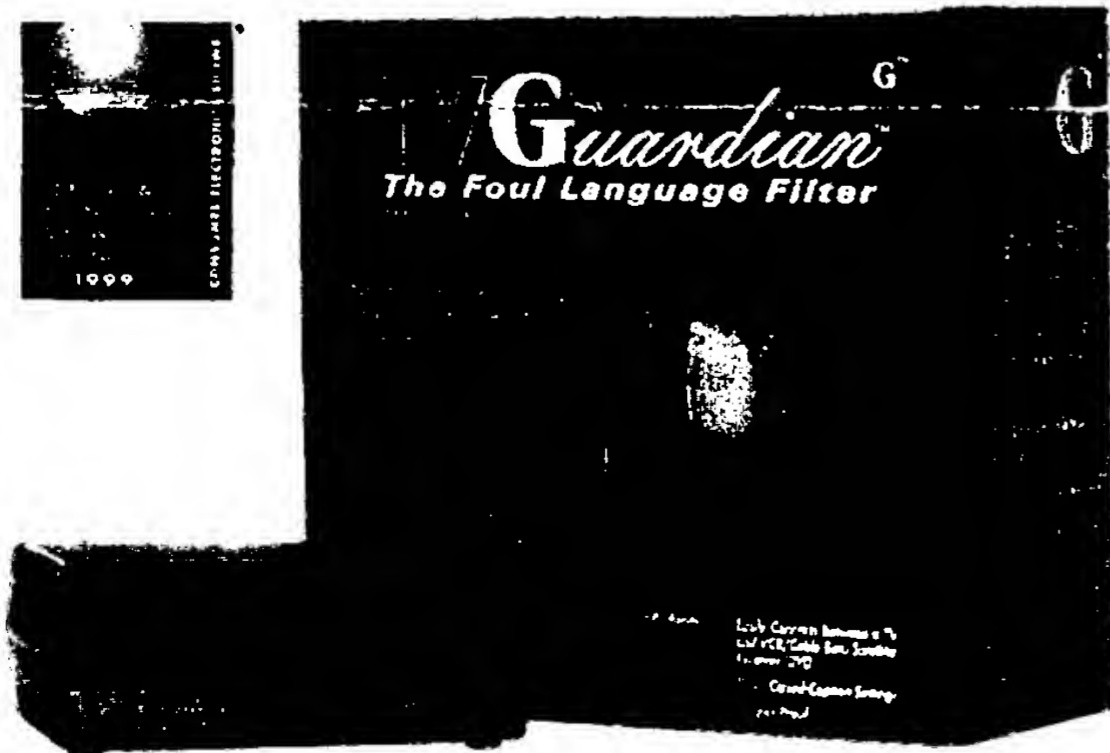
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"I bet there are a number of TV manufacturers who are kicking themselves now and asking, 'Why didn't I think of that?'"

Gary Shapiro, President of the Consumer Electronics Manufacturers Association

Best of
Show.

Winner of the CES
1999 Video Accessories Innovations Award and
Best of Show for new technology



TVGuardian™
The Foul Language Filter

For retail and licensing opportunities, come by
TVGuardian™ LVCC Booth #3865,
or call Principle Solutions at 1-800-967-7884

HOW THE [REDACTED] DID THIS LITTLE BOX WIN TWO AWARDS?

AND WHAT THE [REDACTED] IS TVGUARDIAN™ ANYWAY?



Winner of the CES

1999 Video Accessories Innovations Award and
Best of Show for Accessibility



Such a small box, yet big enough to change the way our families view television. And just as importantly, the way we hear it.

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TVGuardian™
The Foul Language Filter

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- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☒ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☒ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** _____

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